Citrus Industry

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Florida Citrus Organizations

The Citrus Industry has received numerous requests for information concerning the citrus organizations of the state. These requests and inquiries have come in part from out-of-state grove owners and the owners of recently acquired citrus properties.

We know of no better way of supplying this information than by printing a series of articles covering the origin, work and plans of the state's major citrus organizations. In this issue we present the first of a series of articles dealing with the origin and early days of two of the leading citrus organizations of the State, the Florida Citrus Commission, a state organization created by act of the Florida legislature, and Florida Citrus Mutual, a super-cooperative organization of growers. In succeeding issues the work of these organizations and their plans for future operation will be presented.

In future issues we plan to present an outline of the plans and purposes of other citrus organizations of the State, in order that readers of this magazine may be fully informed as to the nature and scope of activity of the various groups of organized growers and affiliated interests.

It is our hope that the publication of these articles may bring about a better understanding of what these organizations have done, are doing and planning to do to further the interests of the citrus growers of Florida.

This Month

Citrus Insect Control for May, 1952
Twenty Years of Costs and Nineteen Years of Returns
The story of The Florida Citrus Commission
Florida Citrus Mutual
Some Questions and Answers On Certified Nursery Stock
Pound Selling Test Begun In Memphis
Nearly Million and A Half Citrus Trees Planted In 1950-51

Vol. 33, No. 5 — Bartow, Florida — May, 1952

XUM

It's your money . . .

. . . so you want to make it work for you. When it's a case of feeding your groves and vegetable crops and controlling pests, there's a winning combination that will pay you off in better quality every time.

IDEAL Fertilizers are selected and blended by technicians and men with years of practical experience. They are adapted to Florida's soils and climate conditions.

FASCO Pesticides each year are saving thousands of times their cost in scientific control of pests.

Put them together in your operations and you have a winning combination, for sure. It's your money, isn't it? Be sure you get your money's worth! For the most fertilizing and pest control value for your money . . . get IDEAL and FASCO today.

F A S C O G R A M :

May is the month to arrange for your Pesticide requirements. IDEAL Oil Emulsion Concentrate and/or FASCO Parathion 15-WP for use against scale, mealy bugs, white fly, etc., for June and July application. Check for Rust mites regularly during these months.

Your Profit Combination for Crop Feeding and Protection

IDEAL FASCO

WILSON & TOOMER
FERTILIZER COMPANY
and Divisions
FLORIDA AGRICULTURAL SUPPLY COMPANY
Peninsular Fertilizer Works — Tampa

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Three-year comparative test shows...

pineapple orange trees protected by

PARATHION

grow 21% more fruit

A test*, conducted over a three-year period at the Florida Citrus Station, compared the production of pineapple orange trees treated with parathion for scale control with the production of trees treated with another commonly used type of insecticide.

Parathion-treated trees produced, for the first year, an average of 42 pounds more fruit per tree . . . for the second year, 112 pounds more fruit per tree . . . for the third year, 136 pounds more fruit per tree.

For the three-year period, parathion-treated trees produced an average of 97 pounds more fruit per tree . . . an increase of 21%.

This fact, combined with the *higher solids content* of citrus grown on parathion-treated trees, means a substantial increase in profits for the grower.

Consult local agricultural authorities for suggestions on dosages and application procedures.

AVAILABLE FROM NATIONAL MANUFACTURERS

Write for Parathion Grower's Handbook

AMERICAN Cyanamid COMPANY

Manufacturer of Thiophos® Parathion Technical

Agricultural Chemicals Division

Brewster, Florida

*Reported by W. L. Thompson at 1951 meeting of Florida State Horticultural Society and appearing in the Proceedings.

XUM

Citrus Insect Control For May, 1952

W. L. THOMPSON AND R. M. PRATT*
FLORIDA CITRUS EXPERIMENT STATION, LAKE ALFRED

At the time this is written, purple scale is not increasing as rapidly as in recent weeks, but the level of population is higher than at any time last year. Probably as a result of differences in winter weather, there has not been a sharply defined spring hatch such as occurred a year ago. Rather there has been a general increase in scales in all stages of development without a sharp increase in the percent of scales in the first stage. However, there are indications that an increase in the rate of hatching may occur in the next few weeks, so a further increase in population is to be expected.

Red scale infestations have been increasing steadily during the last two months, and as noted last month, many more groves are infested than were a year ago. This scale is now present in three-fourths of the groves being checked. There has been a substantial movement of young scales on to new leaves and young fruits.

The average purple mite infestation on old leaves has been virtually unchanged during the last month. There has been some increase in the infestation on new leaves. The population is substantially lower than a year ago.

Although a few groves have high rust mite populations, the average infestation is light, and many groves appear to be free of rust mites at this time. There is some movement on to new leaves but not as much as in the case of purple mite.

Mealybug eggs are being found in an increasing number of groves in the coastal areas and in some groves the insects are present under the buttons of the young fruits. Aphid infestations have reached a peak and the population is now declining.

SPRAY PROGRAMS

The month of May is usually a period when there is not so much activity with pest control in the grove. By the first of May the post-bloom spray will have been applied in most groves. However, there are always some groves that need attention.

Scale Control: Unless scale infestations are exceptionally heavy, it is advisable to delay scale control until June or July. Scalicides applied in May usually do not control scale for as long a period as June or July applications. In other words, by fall, scale infestations are likely to be heavier following April or May application than where the application is made during June or July. A higher percentage of young stages will also be present in June and July.

If scale control is necessary it is recommended that parathion be used because it is not so likely to injure the young fruit. In May the average size of oranges will be between 3/4 of an inch and 1½ inches in diameter which is the size range that oil is most likely to cause oil blotch, an injury in the rind. This type of injury is not likely to develop after the fruit reaches 1½ inches in diameter.

Purple Mites: Since the purple mite activity has been decreasing for several weeks, it may not be necessary to control them in some groves. But if the grove or groves are suffering for moisture, a leaf drop may occur. Where it is desirable to control the mites either Ovotran or Neotran may be used. DN 111 has been safe when applied when the temperatures were not over 90°F.

Rust Mites: Even though rust mite infestations are at a low level in general, there are some groves that are becoming heavily infested. At this time of the year the young fruits are easily injured by rust mites. A sulfur spray or dust should be applied to prevent early injury.

Six-spotted mites may still be present in some groves early in the month and should be controlled if abundant since they can still do considerable damage before they more or less disappear later in the month. They can be controlled with the same materials used for purple mite control, but thorough coverage of the under surfaces of the leaves is necessary.

Timely Suggestions: Reduce rust mite infestations to a low level before the rainy season starts. Sulfur spray or dust applications made in May do not cause as much burn on young fruit as June applications. Where control of mealybug is required, parathion should be used and the application should be made before the buttons be-

(Continued on page 9)

*Written April 24, 1952. Reports of surveys by Harold Holtsberg, Cocoa; J. W. Davis, Tavares; K. G. Townsend, Tampa; J. B. Weeks, Avon Park; and T. B. Hallam, Lake Alfred.

Successful Growers Use
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The Citrus Industry
EXCLUSIVE SPECIALIZED CITRUS PUBLICATION
Issued Monthly
Representative of every interest
Representing no special interest

Publication office at Bartow, Florida. Entered as second class matter February 16, 1920, at the post office at Tampa, Florida, under the act of March 3, 1879. Entered as second class matter June 19, 1933, at the post office at Bartow, Florida, under act of March 3, 1879.

Twenty Years of Costs And Nineteen Years of Returns

ZACH SAVAGE
ASSO. AGRICULTURAL ECONOMIST
AGRICULTURAL EXPERIMENT STATION

The number of grove records of the Florida Agricultural Extension Service from 1931-32 through 1949-50 over 10 years of age varied from 45 to 272 per season and averaged 216. The first two seasons, 1931-32 and 1932-33, had considerably less than the average number of groves included. The grove acreage varied from 583 acres in 1931-32 to 9,853 acres in 1940-41, and averaged 7,455 acres per season. The latter figure was 2.3 percent of the average acreage in Florida bearing groves over this period.

The acreage per grove included in these records has not varied violently since the second season. The average acreage per grove was 13 acres for the 1931-32 season. Since that time the seasonal average has varied from 31 to 37 acres per grove, and the average for the 19 seasons was 35 acres. The acreage per individual grove varied from slightly over one acre to 537.5 acres, with 66.9 percent with less than 20 acres in the 1949-50 season and 81.5 percent with less than 35 acres.

The average age of groves from time of setting the nursery stock has varied by seasons from 17 to 27 years and averaged 21 years for the 19-year period. The average age of the 190 groves included in costs for the 1950-51 season was 28 years. The age of grove should be kept in mind when comparing data, as it is accountable for a sizable portion of the variations between groves or groups of groves of different ages. Over the 19-year period the average increase per acre of 27-year-old groves over the 17-year-old groves was:

Number of boxes harvested	33%
Total operating costs	29%
Returns from fruit	33%
Returns above operating costs	35%

The number of trees set per acre remained rather static around 60 trees for the older group of groves throughout the record period. Such is not true of the younger group. This group increased from 60 in 1931-32 to 65 trees per acre in the 1935-36 season, and subsequent seasons were higher than the latter figure. The two seasons with the largest number of trees per acre were 1943-44 and 1944-45 with 78 each. The average for this group during the entire period was 69. The average for the older group was 61.

It should be pointed out that these data include records for some groves for only one season. Other groves were included for varying numbers of seasons up to the entire 19 seasons. There were 16 groves included in these data for 19 successive seasons. This turnover of the groves making up the records materially affected the number of trees per acre from season to season. The 5-year averages for the younger group were 62 during 1931-36, 70 during 1936-41, and 75 during 1941-46. Thus during recent seasons in the groves of these records, trees have been set with a larger number per acre. The sample of younger groves has been rather small of recent seasons, so much so that upon the groves attaining the age of 11 years and transfer into the older group, there have not been sufficient acreages to increase materially the average number of trees per acre of the older group.

The percent of trees grapefruit is another important consideration when comparing the fruit harvested, costs, returns and/or net returns. Grapefruit groves usually have higher yields, higher costs per acre, lower returns, and net returns per acre than orange groves of comparable ages. The cost per box is usually lower for grapefruit due to the higher yields. The lower price usually received for grapefruit results in lower returns per acre, and lower net returns per acre and per box.

The percentage of trees grapefruit averaged 31 for the 19 seasons. Individual seasons varied

from 28 to 35 percent grapefruit trees.

Boxes harvested per acre averaged less than 200 each season prior to 1942-43, with the exception of the 1938-39 season when the average was 205 boxes. Average fruit harvested since that time, 1942-50, ranged from 225 boxes in 1944-45—which was materially lowered by hurricane damage—to 342 boxes in 1948-49. The 1948-49 figures was the highest of the 19 seasons and was 7 percent higher than the second highest, 321 boxes, in 1947-48, and 272 percent higher than the 92-box average in 1933-34. The average age of groves in 1949-50 was 27 years, which was 1 year older than in 1948-49 and 10 years older than in 1933-34. There were 10 of the 19 seasons, 52 percent, when less than 200 boxes were harvested per acre.

The average number of boxes harvested for the 5-year period 1931-36 was 126 per acre, 1936-41 175 boxes and 1941-46 250 boxes. Yield for the third period was double that of the first. Some of the reasons for these increases in the number of boxes harvested per acre were increases in average age of trees, better fertilizer practices, larger proportion of fruit harvested due to good prices and the development in fruit processing; and the increasing proportion of grove acreage irrigated may have been a factor. Fruit prices were low for some reasons of the first two 5-year periods, resulting in some of the fruit remaining unharvested. Less damage from low temperatures and better grove care in general during the last two periods contributed to higher yields for these periods, and higher prices together with the development of fruit processing facilities, contributed to higher proportions of the fruit being harvested.

There were considerable variations in fruit harvested per acre between different groves for the same season as well as seasonal average variations. The number of boxes harvested per acre varied from 35 to 680 on 199 groves over 10 years of age in the 1949-50 season. Sixty-five percent of these groves had less than 350 boxes harvested per acre that season, and 84 percent had less than 450 boxes. From 38 percent of these groves less than 250 boxes were harvested per acre.

Operating costs for the first 8 years of this study, 1931-39, averaged $57.90 per acre. The following season, 1939-40, such costs were $53.45. There was an increase in operating costs each year from 1939-40 to 1946-47, an increase each season for 7 successive seasons. During part of this time the increase was rather rapid, and these costs were $159.89 per acre in 1946-47. Operating costs in 1947-48 were only $1.51, or 1 percent, less than for the previous season. Such costs in 1949-50 were 21 percent less than in 1946-47, and 8 percent less than in 1948-49. The 1950-51 operating costs were $159.75, or 27 percent more than 1949-50, and only 14 cents less than the high season of 1946-47.

Operating costs in 1950-51 were almost three times the average for the 9 seasons from 1932-41. Furthermore, these 1950-51 costs exceeded the fruit receipts for each of the 9 seasons and exceeded the average by $69.47, or 77 percent. In other words, if the costs for these 9 seasons had been the same as the costs for 1950-51, there would have not been one of the 9 when the fruit receipts would have equaled or exceeded operating costs. There would have been a loss in each season and the average loss would have been $69.47 per acre.

Operating costs exceeded 50 cents per box four times in the 19 seasons, 1931-32, 1933-34, 1944-45, and 1946-47. The average for all seasons was 42 cents. During the 1939-44 period, when operating costs were increasing on the per-acre basis, the per-box costs fluctuated from 30 to 33 cents. Such costs were 52 cents in the 1944-45 season. Hurricane winds materially reduced the fruit harvested in 1944-45, which increased the costs per box. Also, an increase of 25 percent over the previous season in operating costs per acre further increased the per-box costs. Eight of the 19 seasons had operating costs of less than 40 cents per box, and 6 of these seasons were in the 1938-44 period.

Operating costs per acre by individual groves ranged from $37.56 to $307.66 in the 1949-50 season and averaged $126.28. On 16.6 percent of the groves $200.00 or more per acre was spent for operating costs that season.

Operating costs were made up of five items: (1) labor, power, and equipment, (2) fertilizer materials, (3) spray and dust materials, (4) state and county taxes and (5) miscellaneous costs. Average operating costs by seasons ranged from $44.90 to $159.89 per acre and from 30 to 55 cents per box (Table I).

More money was spent for labor, power, and equipment than any other cost item. The average was $37.92 per acre per season and ranged from $17.33 to $76.42. This cost exceeded the cost of fertilizer materials in 12 of the 20 seasons. The spread between the costs of the two items has increased during recent seasons with the cost of labor, power, and equipment increasing faster. There were 10 seasons, 1932-42, when the operating costs did not amount to as much as the cost of the one item of labor, power, and equipment for any one of the past 6 seasons, 1945-51. Money spent for this item was $79.34 per acre in 1950-51, the highest of the 20 seasons. The increases in the number of boxes harvested as this period progressed lessened very materially the increases in costs on a per-box basis. Labor, power, and equipment costs per box were 27 cents in 1946-47, an increase of 4 cents over the previous season. Such costs were 3 cents less in 1947-48 than in 1946-47, and decreased to 19 cents in 1948-49 which was 5 cents less than 1947-48. The average for the 19 seasons was 18 cents.

The cost item of second importance was **fertilizer materials**. This item was 38 percent of the average operating costs and amounted to $32.60 per acre. The

Table I.—AVERAGE AND RANGE OF OPERATING COST ITEMS PER SEASON, 1931-50

Cost Items	Per Acre Average	Per Acre Range	Per Box Average Cents	Per Box Range Cents
Labor, power, and equipment	$37.92	$17.33 to $76.42	18	11 to 27
Fertilizer materials	32.60	17.74 to 57.33	16	11 to 22
Spray and dust materials	6.37	2.99 to 12.47	3	2 to 4
State and county taxes	5.90	4.07 to 11.76	3	1 to 7
Miscellaneous	4.00	.53 to 11.85	2	* to 4
Operating costs	86.79	44.90 to 159.89	42	30 to 55

*Less than 0.5 cents

range in the seasonal cost per acre for fertilizer materials was from $17.74 to $57.33. During 50 percent of the seasons this cost averaged less than $30.00 per acre. Fertilizer cost was $37.92 per acre in 1931-32 but was not that high again until the 1943-44 season. These costs increased for the following 3 seasons when the high of $57.33 was reached in 1946-47. There was a reduction of 32 percent in such costs in 1948-49 as compared to 1947-48, and a further reduction of 5.6 percent in 1949-50 under 1948-49. A major contributing factor was low fruit prices. Fertilizer materials costs increased to $49.78 in 1950-51 which was the fourth highest of the 20 seasons.

The amount of money spent for fertilizer materials in 1949-50 varied from $17.62 to $110.55 per acre, and averaged $36.98. Fifty-five percent of these groves had less than $50 per acre cost for fertilizer, and only 7 percent had such cost of $80.00 or more. On 38 percent of these groves, the money spent for fertilizer ranged from $50.00 to $79.99.

Fertilizer costs per box varied from 22 cents in 1931-32 to 11 cents in 1939-40 and 1940-41. There were 13 seasons with such costs of less than 18 cents. Fertilizer cost was 18 cents in 1947-48, which was a decrease of 2 cents from the previous season; and 1948-49 showed a fertilizer cost of 12 cents, a decrease of 6 cents under the previous year. Such cost for 1949-50 ranged from 6 to 98 cents per box and averaged 15 cents. Seventy percent of the groves had a fertilizer cost of less than 20 cents per box.

Nitrogen is an important element in fertilizers added in citrus production. The range in nitrogen applied per box of fruit harvested in 1949-50 was from 0.13 to 2.17 pounds, and the average was 0.49 pounds. There were 54 percent of the groves that had less than 0.50 pounds applied per box, and 71 percent had less than 0.60 pounds. There were 29 percent of the groves that received 0.60 pounds or more. The usual recommendations as to the amount of nitrogen to apply range from 0.25 to 0.33 pounds per box of fruit anticipated. There were 86 percent of these groves that received more than 0.33 pounds of nitrogen per box of fruit harvested, and 22 percent received more than twice this amount.

Spray and dust material costs averaged $6.37 per acre for the 19 seasons and constituted 7 percent of the operating costs. There were 13 seasons, 68 percent, with spray and dust material costs of less than $8.00. The range of the seasonal averages was from $2.99 in 1935-36 to $12.47 in 1946-47. The range in such costs per box was from 2 to 4 cents, and the average was 3 cents. Sixteen seasons, or 84 percent, had such costs of 3 cents per box or less.

Spray and dust materials cost $9.52 per acre, or 4 cents per box, in 1949-50. This per-acre cost varied from nothing to $27.70. There were 4 groves that received no spray or dust. Sixty-six percent of the groves had such costs of less than $12.00 per acre, and 54 percent had such costs ranging from $4.00 to $11.99.

State and county taxes averaged $5.90 per acre for the 19-year period, or 3 cents per box. The range in such costs per season was from $4.07 per acre in 1942-43 to $11.76 in 1931-32. The seasonal average was less than $6.00 in 14 seasons, or 74 percent of the time. The second highest season was 1949-50 at $9.55 per acre. Such costs for the 1950-51 season were $9.63.

Miscellaneous costs averaged 5 percent of operating costs for the 19-year period, or $4.00 per acre. This amounted to 2 cents per box. Variations in seasonal averages were from $0.53 per acre in 1934-35 to $11.85 in 1948-49. The average for 1949-50 was $3.85, 68 percent lower than in 1948-49. Such costs for 1950-51 were $6.94 per acre. Miscellaneous costs included such items as overhead, trees for replacement, drainage district assessments, and fuel for grove heating.

Returns from fruit averaged $227.23 per acre for the entire period, or $1.09 per box. Seasonal averages per acre varied from $50.10 in 1932-33 to $2.02 in 1944-45. Returns from fruit amounted to $136.41 per acre in 1947-48, the lowest since 1940-41. However, there were 8 of the 19 seasons with lower returns per acre. The price received for fruit in 1947-48 was 43 cents per box, the third lowest of these seasons. There were 12 seasons in which the per-acre returns were less than the average for the period and 13 seasons in which the per-box returns were less than the average. Fruit returns were $391.03 per acre in 1948-49, an increase of 187 percent over the previous season, and the highest returns since 1945-46. Another increase of 26 percent in 1949-50 brought fruit returns to $493.02 per acre, which was the third highest of the 19 seasons. Likewise the returns per box showed an increase and was 43 cents in 1947-48, $1.14 in 1948-49 and $1.96 in 1949-50. The latter price is 4.6 times that for 1947-48.

Yield and price determine the per-acre returns from fruit. High yields and high fruit prices resulted in pyramided returns per acre during the 5 seasons of 1942-46 and 1949-50, so much so, that the average of the 19 seasons was above any of the other 14 seasons except one, 1948-49. Average returns per acre for these 5 seasons were 4.7 times that of either of the first two 5-year periods.

There were 2 of the 19 seasons when operating costs were higher than the returns from fruit. The operating cost figure for 1949-50 was larger than the returns from fruit for any one of 8 seasons. Twelve seasons, 63 percent, had less than $200.00 in returns from fruit. The remaining 7 seasons, 37 percent, were chiefly during the war period. There were 7 seasons, 37 percent, when returns from fruit were less than 60 cents per box, and 13 seasons, 68 percent, when less than $1.10 per box.

There was 1 grove in 1949-50, 0.5 percent, that had returns from fruit less than $100.00 per acre, and 12 groves, 6 percent, with returns from fruit less than $200.00 per acre. Twenty-six percent of the groves had from $200.00 to $399.99 returns from fruit per acre. The range was from $79.10 to $1363.05 per acre, and the average was $493.02. The average on-tree price received was $1.96 per box, the highest since the 1945-46 season and the third highest of the 19 seasons.

Returns above operating costs dropped from $407.33 per acre in 1945-46 to $56.09 the following season, a drop of 86 percent. Yet there were 8 of the 19 seasons of these records that averaged lower returns above operating costs than in 1946-47. There were 6 seasons, 1942-46, 1948-49 and 1949-50 with income above operating

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XUM

The Story of The Florida Citrus Commission

RICHARD W. MULVILLE
TRADE RELATIONS MANAGER

Part 1: Its Early Days

This is the first in a series of three articles covering the origin, achievements and plans of the Florida Citrus Commission. Part II will appear in the June issue of this magazine and Part III in the July number.—Editor.

September 10, 1935, is a memorable date in the history of the Florida citrus industry. On that date, in the office of the Governor of Florida in Tallahassee, a group of men met and were sworn into office as members of the first Florida Citrus Commission by the Honorable Robert A. Gray, then Secretary of State.

It came as a distinct privilege to the governor of the State of Florida, Dave Sholtz, to appoint the following industry leaders, who because of their many years of service to the citrus industry merited this signal honor, as members of the first Florida Citrus Commission:

L. P. Kirkland, Chairmna
L. L. Chandler
John S. Taylor
A. S. Herlong
B. E. Smith
C. E. Stewart
W. L. Story
John M. Knight
Earl W. Hartt
John D. Clark
Thomas B. Swann

The days leading up to the Fall day in 1935, when the first Florida Citrus Commission came into being, were hectic ones. The morale of the industry was at low ebb. Because of the many individualistic practices of its people, who had not arrived at a standard set of rules which would insure an orderly marketing procedure, the Florida citrus industry was being shaken to its foundations with internal disorganization. One of the biggest problems of the day was the "color add" question. Enacted in May of 1935, the "Color Add" act, which set high standards of quality for that Florida fruit to be "color added," was backfiring on the industry. Several states north of Florida's border felt suspiciously that the citrus industry was attempting to ship fruit, unnaturally colored, which was substandard and of poor quality. Besides the "color-add" problem, standardization of grades, testing of fruit for maturity, and a uniform set of regulations on the packing of fruit in proper containers, as we know it today, was missing from the scene.

Because of these and other problems besetting the Florida citrus industry, some of its leaders came to the conclusion that only through action of the state legislature, creating a governing body to enforce laws passed to regulate the industry, could order come from the impending chaos.

After a period of time, the meeting at Tallahassee came about, and a Florida Citrus Commission was empowered by law to engage in matters of regulation of shippers of citrus fruits, and in advertising and promoting citrus and citrus products in all its forms. In addition, the Commission was empowered to investigate matters of transportation of citrus, to engage in sales promotion of citrus products, and to disseminate information relating to citrus fruits.

To provide funds to operate efficiently, the state legislature levied a per box tax on citrus fruit shipped either to canneries or in inter-state shipment, and this now amounts to three cents on oranges, four cents on grapefruit, and five cents on tangerines.

After its organization meeting in Tallahassee, the Commission began a series of meetings which were to take place almost weekly for the succeeding three months. The second meeting was held in Lakeland, Florida, at the Lakeland Terrace Hotel on September 16, 1935. L. P. Kirkland opened the meeting at ten o'clock a. m.

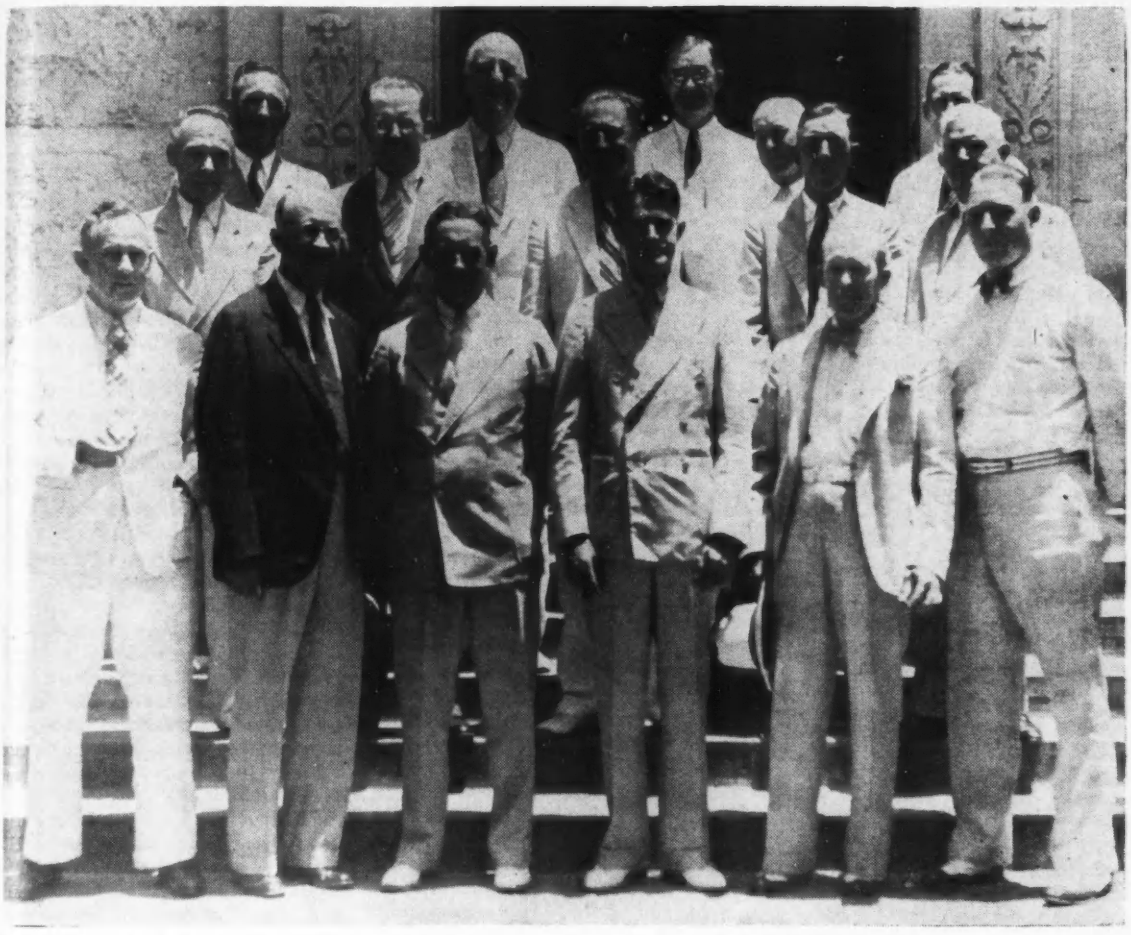
After a welcoming message from F. L. Body, manager of the chamber of commerce of Lakeland (which was to become the Commission's permanent home), Chairman Kirkland asked F. E. Brigham, who had been employed as secretary to read the minutes of the organizational meeting in Tallahassee the week before.

After the reading of the minutes, a committee composed of C. C. Commander, and R. B. Woolfolk, who with L. P. Kirkland had been selected as an industry committee some months previously to investigate the embargo threats of northern states because of the color add question, appeared before the Commission and petitioned that body to become the agency to pursue that work.

So it was, that at its very first meeting, held only one week after its organization, the young Florida Citrus Commission gave evidence of the leader's role it was to play that very year and in the years that followed.

Of extreme interest to Florida growers, shippers and other factors, in discussing the history of the Commission, is the meeting held October 11, 1935, barely a month after the organizational meeting, when the first advertising agency to administer to the needs of the Commission was engaged. Some thirty advertising agencies, prior to the October 11th meeting, had been screened by the advertising committee of the Commission composed of John D. Clark, Waverly, Chairman, John S. Taylor, Largo, and W. L. Story, Winter Garden, with the Chairman of the Commission and secretary as ex-officio members. This committee reduced the number of agencies to present their plans to the full Commission to five. After the presentation of plans, Chairman Kirkland asked that each member write his choice on a slip of paper and hand them to the Commission's attorney, Glen Grimes, who then read them aloud. Ruthrauff and Ryan, Inc., of New York and Tampa, received nine votes, and was selected as the first advertising agency of the Florida Citrus Commission.

Proof that this first Commission



Front row: L. L. Chandler, L. P. Kirklond, Tom B. Swann, W. L. Story, B. E. Smith, H. B. Davis (not a Commission member). Second row: John D. Clark, Jesse Tapp, (not a Commission member), E. G. Grimes, (attorney for Commission), John M. Knight, John S. Taylor. Back row: Earl W. Hartt, C. E. Stewart, A. S. Herlong, Sr., W. E. Leigh, (not a Commission member), F. E. Brigham, Secretary to Commission.

was no waster of time, is evidenced by the fact that official minutes of Commission meetings show that on November 4, 1935, just three weeks after the appointment of an ad agency, the first advertising campaign inaugurated by a Florida Citrus Commission on behalf of the nidustry was approved.

Calling for a grapefruit ad on November 14 and 15, to be followed the next week by an orange ad and the third week by a combination ad, the first campaign to be run in ten major citrus marketing cities. A second group of ads were also designed and run in a group of sixty-six smaller markets. Incorporating newspaper advertising, national magazine insertions, radio and store display material, the first ad budget approximated $225,000. Compare this with today's $2,300,000 and it is a good indication of the growth of the industry over the seventeen years the Commission has been in existence. The total crop for the 1935-36 season reached 30,000,000 boxes, as compared to today's 117,000,000 box estimate for the 1951-52 period.

Following its formative year, the Commission progressed in stature and quickly assumed a leading position in the industry. Through the wise guidance of the various figures who have sat at the Commission conference table, this state body has become known in the food field has one of the top advertising and promotional organizations.

Through the Commission's field force, which started with two men in the first year, and now numbers thirty-five trained merchandisers, Florida citrus fruits nad citrus products have found their way into the American way of living. In the first five years of its existence, in the pre-World War II years, the benefits which accrued to the citrus industry through the efforts of the Commission were many. In our next article, we will discuss the War Years and the activities of the Commission during that time.

CITRUS INSECT CONTROL FOR MAY 1952

(Continued from page 4)

come tight against the fruit.

Consult the 1952 "Better Fruit Program" for detailed instructions on dilutions and spray combinations or the Citrus Experiment Stations at Lake Alfred or Fort Pierce.

XUM

Florida Citrus Mutual

N. F. LAVIGNE
PRESS RELATIONS

This is the first of three articles on the organization, accomplishments and plans of Florida Citrus Mutual. The present article deals with conditions exsiting in the industry during the years 1946-1948, conditions which led up to the organization of Mutual. Later articles will deal with the work of the organzation up to this time, and the final article outlining the plans of the super-cooperative for the future.—Editor.

Florida Citrus Mutual was conceived and born of desperation after citrus prices had taken a headlong plunge following World War II.

Florida growers had literally given away their crops in 1946-47 and 1947-48 and faced the same prospect for 1948-49 when freezes in California and Texas pulled Florida prices upward.

The sudden drop in prices after the highly prosperous war and post-war years came as a complete surprise. No one had expected, of course, that prices would remain high after the war was over, but on the other hand few expected the "bust" to come as quickly as it did and with the violence it showed.

Almost overnight, growers saw their highly profitable groves melt away in value, as fruit brought less than the cost of production. Some actually gave their grapefruit away in order to get it picked. Growers were going into debt, losing their property and facing bankruptcy.

The year before the disastrous price break, growers were paid an average of $1.73 a box on the tree for their crops. The following season, they got 85c, less than half. The next year their return had sunk to 31c a box, one of the lowest in Florida citrus history, considering the deflated value of the dollar at that time.

A prosperous second half of the 1948-49 season enabled growers with later varieties of fruit to recoup some of their losses and they wound up that harvesting year with an on-tree average of 90c.

Prices climbed back to a sensational on-tree average of $1.70 per box for the 1949-50 season as California suffered again from cold weather and a sensationally growing frozen orange concentrate business saw these processors push prices sky high as they competed for available supplies of fruit.

It can be truthfully reported that Mutual was the outgrowth of an outburst. This outburst came at a meeting of the Florida Citrus Commission when Latt Maxcy of Prostproof, one of the industry's largest growers, shippers and processors, broke loose with a verbal blast at conditions as they existed at that time. While Mr. Maxcy had no specific program to offer just then, his outburst did result in the appointment of a special committee charged with developing a program which might pull the industry out of the price rut into which it had fallen.

After several weeks of study, this special committee did bring a program which it felt would be helpful. It called for the creation of a Florida Citrus Mutual, but what that Mutual would do was far different from what the present Mutual is doing.

The original program, which was given the name of the "Maxcy Plan," was built largely around the handlers of fruit, such as shippers and processors, rather than growers. Under the Maxcy plan, shippers who sold fruit at less than a fixed minimum would be subject to a fine of $5,000 per day. It was a drastic proposal, but after two years of give-away prices and no hope in sight (the California and Texas freezes had not yet occurred), the industry was ready for something drastic—almost anything which would put it back on its feet.

For a while, it looked as though the Maxcy plan might make the grade and enough handlers would sign up, together with the required number of growers as affiliates, to put it in operation. But gradually the growers started rebelling at a program in which they were relegated to a secondary position, and the sign-up of producers came almost to a complete halt.

Realizing something had to be done if any kind of program at all were to be obtained, the operational set-up of the proposed Mutual was completely altered, with the grower becoming the principal element and having the voting power to elect directors. Handlers were given the secondary spot as affiliates.

This change sparked a new campaign and efforts were redoubled to get enough growers to join to give Mutual 75% of the state's citrus acreage. While it is not written anywhere in the charter, leaders had made a definite promise that Mutual as an operating agency would not come into existence until three-fourths of the state's production was represented by its grower membership.

Paradoxical as it may sound, prosperity almost defeated the creation of Mutual.

When the California and Texas freezes in the spring of 1949 enabled Florida growers once more to get good prices for their crops, interest in creating Mutual sank to the point where it appeared the effort would not succeed. Two or three times, there was serious talk of abandoning the idea, as growers sat back and pondered but did not put their names on the dotted line.

But those who were looking ahead knew that an organization like Mutual would still be needed after California resumed its competitive spot in the national citrus picture, particularly with tens of thousands of new acres of citrus groves in Florida scheduled to come into bearing in the years ahead.

Mutual's present president, Lacy G. Thomas of Groveland, kept the organizational effort alive once when the directors were on the verge of voting to abandon any further effort. Weeks of discouragingly slow progress in getting growers to sign had put most of the directors in the mental mood to give up. They could hardly be blamed and were prepared this particular afternoon, in the Florida Citrus Commission auditorium, to call it quits.

Just a moment or two before a vote was scheduled on the motion, Mr. Thomas arose and in an appeal which was eloquent because of its sincerity, urged that the organizing effort be continued just a little longer. The vote was sidetracked as a result of his appeal and the organizing effort continued.

The Lakeland Chamber of Commerce also can claim credit for keeping the Mutual organizing cam-

paign alive. This came some time after Mr. Thomas' successful effort, when it looked as though the growers just weren't interested in creating a Mutual and the membership drive had virtually stagnated.

The Lakeland Chamber, spearheaded by its Citrus Committee, organized an intensive campaign in its own territory, with business and professional men rolling up their sleeves and tramping through groves to contact growers and urge them to sign with Mutual.

Every grower in the Lakeland area was listed and those who didn't sign the first time were visited again and again. Gradually, this effort began to show results and the enthusiasm spread to other communities. These other cities and towns conducted similar drives and new life was injected into the campaigning effort.

Mutual was originally chartered with the Florida Secretary of State on Feb. 10, 1948, yet it took more than a year of the hardest kind of work to obtain the 75% sign-up required for it to come into operating existence. Organizing officials announced on Feb. 28, 1949, that this goal had finally been reached.

The new agency made no effort to operate the remainder of that season, although it did make its presence felt by sponsoring an allotment program on fresh fruit shipments after Florida shippers literally glutted the markets following the California freeze. The allotment program was actually administered by the Florida Citrus Commission, however, and resulted in smoothing out the marketing process so maximum returns were obtained for fruit.

During the summer of 1949, Mutual lived on borrowed money as it developed its staff and prepared to operate in an active manner for the first time in the fall of that year when harvesting of the 1949-50 crop started.

Mutual was chartered as a cooperative association under the provisions of the State Agricultural Cooperative Act and the Federal Capper-Volstead Act.

This latter law enables Mutual to do many things which normally are prohibited as monopolistic. It provides that "persons engaged in the production of agricultural products may act together in collectively processing, preparing for market, handling in interstate and foreign commerce, such products of persons so engaged—provided that such associations are operated for the mutual benefit of the members thereof."

Mutual has approximately 7,000 grower members, who produce approximately 85% of the citrus grown in Florida. These members, each having one vote regardless of the size of their holdings, elect the Board of Directors made up of three members from each of the seven districts into which Florida is divided under the state citrus laws.

The Board of Directors is charged with determining policies and is responsible for the over-all operations and activities of Mutual.

The Board elects its own officers. It also elects an executive committee from its own members, and elects an advisory committee of 13, each with an alternate, from among the handlers affilated with Mutual by contract—men skilled

(Continued on page 14)

FOR LAND'S SAKE ...USE DOLOMITE!

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XUM

Some Questions And Answers On Certified Nursery Stock

PAUL E. FRIERSON
ASST. TO GROVE INSPECTOR
STATE PLANT BOARD

A citrus budwood certification program designed to save growers thousands of dollars in the future has been developed by a committee of growers and industry representatives.

To clarify the proposed program, here are some of the major questions that have arisen and their answers.

1. What is the Purpose of the Registration Program?

The purpose of the citrus budwood Registration Program is to assist nurserymen to grow and grove owners to obtain citrus nursery trees that are believed to be free from virus, such as psorosis and xyloporosis, and other recognizable bud-transmissible diseases.

At the present time the State Plant Board must go slow and limit the number of prospective parent trees to what can be inspected with our present personnel and funds because no money has yet been provided for this project.

2. What is a Registered Citrus Tree?

A. A Registered Parent Tree is one, not less than 10 years of age, that has been selected for its trueness to varietal type, productivity, freedom from diseased bark lesions, and that has been under observation and tests by inspectors of the State Plant Board through at least two separate spring flushes of growth and found to be apparently free from known virus diseases. The adjacent trees immediately surrounding the tree being considered for registration are also kept under observation and must be free of virus diseases. After the tree has met these rigid requirements, it is registered for five years, during which time it is kept under observation, and may serve as a source of disease-free budwood for the propagation of Registered Citrus Nursery Stock or Registered Scion Grove trees.

B. A Registered Scion Grove Tree is one not less than 4 years old, propagated from a psorosis— and xyloporosis-free Registered Parent Tree in accordance with the regulations and that has been registered with the State Plant Board as a source of Registered Budwood.

3. What Safeguards are Provided to Protect the Purchaser?

Buds are to be taken from each tree being considered for registration and budded into three sour orange seedlings and three Orlando tangelo seedlings in a special test plot to be operated by the State Plant Board. The leaves are to be inspected regularly for leaf symptoms of psorosis and other discernible virus diseases, and the bark of the tangelo stocks for symptoms of xyloporosis. If no leaf symptoms of psorosis appear in these test trees within two separate flushes, or in the parent tree as outlined in heading 2 above, it is registered as being apparently free from psorosis. If no bark symptoms of xyloporosis develop on the tangelos in the test plot within four years, the parent tree is also registered as apparently free from xyloporosis.

4. What Evidence of Registration Will the Nurseryman be Able to Furnish?

When the parent tree is registered the nurseryman will be furnished a Certificate of Registration by the Nursery Inspector showing name of the owner, registration number of the tree, the variety, and its location.

5. What is a Registered Nursery Tree?

A Registered Nursery Tree is a tree grown from budwood taken from a Registered Parent Tree or from a Registered Scion Grove Tree. Budwood must be taken from the parent tree in the presence of a State Plant Board inspector or of another nurseryman participating in the Registration Program and deputized by the State Plant Board for that purpose.

6. Will Each Registered Nursery Tree Have an Identifying Tag?

Yes. Each Registered Nursery Tree will have attached to it by the State Plant Board inspector, a metal tag bearing the official State Seal and stating that the tree is Registered. The metal tag cannot be opened without destroying it.

7. Can Nursery Trees Budded from Registered Nursery Trees be Sold As Registered Nursery Stock?

No. All budwood for State Registered Nursery Stock must be taken direct from Registered Parent Trees or from Registered Scion Grove Trees.

8. Will There be a Source of Registered Budwood Available for Nurserymen Who Do Not Have Trees to Register, or Trees That Meet the Registration Requirements?

Yes. Finding disease-free trees for budwood is going to be a slow, hard job but nurserymen should make every effort to locate such

(Continued on page 18)

TWENTY YEARS OF COSTS AND NINETEEN YEARS OF RETURNS

(Continued from page 7)

costs exceeding the average for all seasons. These same 6 seasons and one additional, 1941-42, had incomes above operating costs per box higher than the 67-cent average. There were 2 seasons, 1932-33 and 1947-48, when operating costs exceeded returns from fruit. The returns above operating costs per acre ranged from (minus)—$21.97 in 1947-48 to $425.07 in 1943-44, and averaged $140.44. There were 12 seasons, 63 percent, when returns above operating costs were less than $100.00 per acre, and 9 seasons, 47 percent, when they were less than 40 cents per box.

There was considerable difference between the average returns above operating costs per acre for the first 10 seasons, $40.07, and for the remaining 9 seasons, $251.96. The latter figures is 6.3 times the former. Average returns above operating costs per box for the latter period were 356 percent of the former period (96 and 27 cents, respectively). There was one season in each period with negative returns above operating costs.

Returns above operating costs were the lowest in 1947-48 of the 19 seasons, when the returns from fruit lacked $21.97 of paying operating costs. On a per-box basis the loss was 7 cents. During this season there were 141 groves, 65 percent, on which the fruit did not return operating costs. However, the following season, 1948-49, only 5 groves, 2.5 percent, failed to re-

turn operating costs. Again, in 1949-50, 5 groves, 2.5 percent, failed to return operating costs.

At the rate of returns above operating costs in 1946-47, 65 acres of grove would be necessary to return $3,600.00 to the owner for interest on the grove investment, interest on borrowed money, his own supervision, and profit, if any. However, at the 1948-49 rate of returns above operating costs only 15 acres would be required for a return of $3,600.00 and in 1949-50 10 acres. There were 8 of these 19 seasons when returns above operating costs were lower than in 1946-47 and 13 when they were lower than 1948-49. The averages for these two groups were $18.21 and $43.32 per acre, respectively. At $18.21 per acre returns above operating costs, 19 acres would be necessary to net $3,600.00, while 84 acres would be necessary at the rate of $43.32 per acre, and 26 acres at the 19-year average of $140.44.

Interest on grove valuation has been figured at 6 percent since the inception of this project. The cooperators were asked for their estimate of the valuation of their grove when considered as a long-time fruit growing enterprise. The results were that conservative figures were given and there has been a reluctance on the part of the cooperator to change his valuation even after a substantial change in fruit prices and grove sale prices. Interest on grove valuation by seasons varied from $28.87 per acre in 1940-41 to $46.69 in 1931-32. The average was $34.17 for the 19 seasons. Interest per box varied from 10 cents in 1943-44 to 40 cents in 1933-34, and averaged 16 cents. Interest in 1950-51 was $57.24 per acre, the highest of the 20 seasons.

Total cost without owner supervision is made up of the 5 items included as operating costs plus the item of interest on estimated grove valuation. This item of interest added 39 percent to the operating costs on the average. Another way of stating the same thing is that on the average the total cost without owner supervision was 39 percent higher than the operating costs. This increase varied from 23 percent in 1945-46 to 80 percent in 1934-35 and did not amount to less than 47 percent until the 1942-43 season. During the 6 seasons of 1944-50, this increase amounted to 30 percent or less.

There are growers who do not consider interest on grove valuation as a part of production costs, while there are others who do so consider it. Hence, the reason for presenting both calculations of costs and returns to the grower.

Net returns in this study mean the amount left to the grower of his returns from fruit after paying operating costs and interest on the grove valuation. It is the amount left for owner supervision and profit, if any. There were 6 of the 19 seasons when returns from fruit failed to pay total cost without owner supervision. There were 2 of these seasons when operating costs were more than returns from fruit. Net returns per acre ranged from (minus)—$61.76 in 1947-48 to $395.18 in 1943-44, and averaged $106.27. The first 5 years of these records, 1931-36, averaged (minus) -$1.70 per acre for net returns. The 1936-41 period averaged $13.39, and 1941-46 $291.95 per acre. There were 11 seasons, 58 percent, with average net returns of less than $50.00 per acre. There were 10 seasons, 53 percent, with net returns of less than 20 cents per box, and 4 seasons had net returns of $1.30 or more per box. The average was 51 cents per box with only 7 of the 19 seasons exceeding this amount.

IMPORTANT REPORT ON TANGERINES JUST ISSUED

An important report on the "Effect of Packinghouse, Temperatures in Transit and Containers on Decay in Tangerines" has just been issued by the Agricultural Research Administration, Bureau of Plant Industry, Soils, and Agricultural Engineering.

This is Report No. 263, by J. R. Winston, Senior Horticulturist, Howard Hruschka, Assistant Physiologist, and Randall Cubbedge, Scientific Aid. Copies of this report are now available to interested parties upon application to the Bureau of Plant Industry, Soils and Agricultural Engineering, 415 North Parramore Street, Orlando, Florida.

This report is of especial interest to Florida growers and shippers of tangerines.

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XUM

Pound Selling Test Begun In Memphis

FRANK ROPER SPEAKS AT TRADE LUNCHEON

In Memphis, Tennesee, on April 7 began the first consumer education test program ever held in selling Florida citrus by the pound.

A luncheon sponsored by the Florida Citrus Commission for all trade factors in Memphis was held last Monday, April 1, in Memphis at the Peabody Hotel.

Those representing Florida were: Frank Roper, a member of United Growers & Shippers Association's pound selling committee and a member of the Florida Citrus Commission; Phil Morris and Paul Dillard, both Commission Field Men; and Fred Davis of the Florida Citrus Exchange.

The meeting was well attended by practically 100 per cent of those buying Florida citrus in the Memphis area. Even though the meeting was scheduled to end at 2:00, it did not actually adjourn until 4:00 P. M. because of the enthuiasm on behalf of the trade for the advertising program that was explained and presented to them.

Mr. Frank Roper said to the trade: "I am going to ask you today to form a new company with me in Florida and that you all be stockholders. First of all we have to grow oranges. However, we can not grow the sizes that the trade seems to want so wouldn't it be better to sell Florida citrus merely by the designation of two sizes, large and medium. It will enable us to truly represent Florida citrus and I think sell more citrus and make more profit when you sell by the pound emphasizing juice and weight rather than size."

Mr. Roper continued: "We will be recognized not only as a new corporation but a new corporation with vision and a mind to really do something. I am sure the nation will be watching the results of pound selling in Memphis and you will be recognized as a leader in the future. The Florida citrus industry welcomes you as a corporation in the State of Florida in advancing a program that we sincerely believe will prove your vision and flexibility. Lets sell oranges by the pound and tell the public what they will be getting and prove to the housewife that she is getting more food value for a nickel when she buys Florida oranges than any other item on the market today.

FLORIDA CITRUS MUTUAL

(Continued from page 11)

in shipping, processing and marketing citrus.

Mutual has three types of contracts under which it brings shipping, processing and marketing facilities into its program. The "B" contract, used primarily for producer handlers engaged in the packing and shipping of fruit in interstate commerce, is an agency type of contract vaild for 10 years but subject to the right of either party to terminate it in June of any year.

The "A" contract, used by canners and concentrators who purchase raw fruit for processing, is a purchase and sale form of contract, in effect for only one season. It must be executed each season before Mutual members are authorized to sell their fruit to the processor involved.

A "C" contract is available for intermediate handlers, more popularly known as cash buyers or "bird dogs." This also is a purchase and sale contract written on an annual basis. Special provisions adapt the unique position of these operators in the industry to the utilization of fruit by processors.

Each of these three classes of contract handlers is furnished with identification cards, showing they are affiliated with Mutual and that Mutual members may sell their fruit to them.

No history of the origin of Mutual would be complete without reference to the invaluable assistance given by the Florida Bankers Association. So desperate were conditions back in the depressed period that the bankers, through its Citrus Committee, spent several months making a study of conditions within the industry.

Why the bankers were genuinely alarmed over the citrus price break is not difficult to understand, when the importance of the millions of dollars which flow into the state's business channels each year is considered. Every dollar which the citrus grower receives is estimated to have a turnover of six or seven times, and the drastic drop in income was having a serious effect on the economy of the state as a whole.

In the 1947-48 season, the Florida crop had sold for $120,000,000 less than it had brought three years before. Multiplying this reduction by the six or seven times each dollar turns over, it can be readily seen that the drop in citrus income had the effect of reducing the state's economic lifeblood—money in circulation—by three-quarters of a billion dollars.

Here is what the bankers said about the disrupted situation after they had completed their investigation:

"The brokers and dealers in the markets have no confidence in the stability of Florida citrus prices nor the system under which our fruit is sold. As a result, markets are frequently and almost regularly overloaded with disastrous results to the price structure.

"The Florida citrus industry is a loose, sprawling, rapidly expanding, unorganized, unhappy and sick industry."

This was undoubtedly as accurate a description of the industry at that time as could be put down in words.

And it was these conditions which finally resulted in Florida Citrus Mutual being conceived and brought into existence.

In canning meats, fish and poultry use only fresh products (as soon as animal heat is out of meats and poultry), clean cans and work rapidly and process by recommended methods.

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X-CEL Service is backed by 40 years of research and practical experience in Florida. Put it to work for you.
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TAMPA, FLORIDA

Nearly Million And Half Citrus Trees Planted In 1950-51

Nearly 1,500,000 citrus trees went from Florida nurseries to grove plantings during the 1950-51 season, Economist Zach Savage of the University of Florida Agricultural Experiment Stations reported recently.

The total number of citrus trees moved from Florida nurseries in 1950-51—1,499,777—was the second largest since 1928-29, being exceeded only by the 1,619,759 moved in 1949-50. The lowest movement was in 1934-35, when only 527,719 trees were shipped from nurseries.

Of the total number of trees moved in 1950-51, 69 per cent were oranges, 23 per cent were grapefruit, and the remainder were limes, lemon, tangelo, and other citrus, the Experiment Station worker explained.

The 1950-51 season was the second in which more than 1,000,000 orange trees moved from nurseries into grove plantings, with late varieties amounting to more than half of the orange movement. Valencia was the leading late variety, with 483,032 trees, which was 47 per cent of the total movement of orange trees. Pope Summer was second in number in the late variety class.

Pineapple and Temple were the leading varieties of mid-season orange trees moved from nurseries.

Orange County led the state in number of citrus trees obtained from nurseries for planting in 1950-51, purchasing 205,131 or 20 per cent of the total orange tree movement. Polk was second with 19 per cent of the total, and Lake was third with 12 per cent.

Plantings of tangerines showed a slump from 1949-50 to 1950-51, only 52 per cent as many tangerine trees moving in the latter season as in 1949-50. Orange County led in movement of tangerine trees in 1950-51 for the second successive season.

Mr. Savage also reported that the shift to red and pink grapefruit continued in 1950-51, with movement of 270,345 trees or 79 per cent of the total grapefruit trees moved. Orange County also led in movement of red and pink grapefruit, with 44,763 trees or 16 per cent of the total of all grapefruit trees for the season, 344,256.

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NEW CITRUS VARIETIES EXPLAINED

In the last thirty years, more than one thousand commercial varieties of fruits and nuts have been introduced to the trade. Among the more unusual results obtained by breeders are these:

TANGELO—cross between a grapefruit and a tangerine.

TANGOR—cross between an orange and a tangerine.

ORANGEQUAT—cross between an orange and a kumquat

REGISTER OF NEW FRUIT AND NUT VARIETIES, 1920-1950, compiled by Reid M. Brooks and H. P. Olmo, is being published by the University of California Press ($3.00). The book lists and describes 1,106 varieties from 49 species of fruit plants.

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Reports Of Our Field Men . . .

PINELLAS COUNTY
Tillman D. Watson

Conditions in Hillsborough and Pinellas counties are very good. We have had ideal seasoning at the time when it was needed most to set a good crop without the cost of irrigation which most growers couldn't afford due to the small return for their fruit.

Most growers are going ahead with their spray programs. There have been more growers in my territory using a post bloom copper oil spray than in the past. Good results have been experienced so they are taking no chances on an inadequate spray.

South Hillsborough county has just about finished its potato "deal," with nearly all growers receiving a fair return with the ceiling price effective. The quality of potatoes were good and the overall yield was somewhat above the average.

NORTH CENTRAL FLORIDA
V. E. Bourland

We had a nice rain last week which was appreciated by everyone. Most all mid-season oranges are picked, and valencias are being picked steadily. Groves as a whole are looking very nice, looks as if we will have plenty of fruit set for a good crop, and it is sizing up nicely. Some spraying being done, and regular grove work being carried on.

Melon and cucumber prospects are looking very good at present. Cattle are showing big improvement since the pasture grasses are thriving.

SOUTH POLK, HIGHLANDS, DESOTO & HARDEE COUNTIES
C. R. Wingfield

Many citrus growers have found it necessary to put into operation their irrigation systems. The heavy winds through March and until after Easter has lowered the moisture level which is an important factor at this time for the setting of the fruit.

Post bloom sprays have been applied as conditions would permit. The materials used are adapted to the specific need. Melanose spores have been active and copper is being used in these conditions. In some cases where scale is found in quantity copper—oils have been used.

Plans are being made for the summer application of fertilizers to begin in early May. With a heavy bloom and a good set of fruit, careful consideration should be given to the mixtures used to secure size and fruit quality. It is encouraging to notice that many growers will continue on a well balanced program in spite of rather low prices for the season.

SOUTHWEST FLORIDA
Eaves Allison

"The worst Spring season in 40 years" is the opinion of most vegetable growers in this area. Rains, chilly nights and steady cold winds have been the reason. Nothing bad enough to have any ill effects on citrus but flowers and vegetables have borne the brunt of the unfavorable weather.

Tomatoes, cukes and beans are starting to move in volume at this time, April 18, and prices now are good. Even with reduced crops there is a good prospect of the growers making money.

Rust mite damage on citrus leaves is pretty heavy in this area, and speaking of pests, aphids have been observed on Pangola grass in the pastures of Sarasota-Arcadia area. More about this anon as the discovery is new.

POLK AND HIGHLANDS COUNTIES
J. T. Griffiths

The first two weeks in April have been dry and moderate to strong winds have aggravated the moisture problem. As a result a few growers were running irrigation lines on the 18th. In general the trees are not suffering for lack of moisture and good moisture can be found in the soil at a depth of 6 to 8 inches. Within another two weeks many growers will be irrigating if rain does not fall.

It is now possible to make some estimate of the amount of fruit which has been set in most groves. In general, orange crops would be uniformly heavy. Most marsh seedless groves have set a satisfactory crop. However, numerous seeded grapefruit groves have a very light set of fruit and it is to be expected that these will have an extremely light crop.

Insect conditions have continued to be satisfactory for most growers. Rust mites are at a very low level and have not yet made material increases. Purple mites would appear to be a serious problem in many groves and may well be a serious problem before the Summer scalicized sprays are applied.

Melanose has been relatively severe on foliage and leaf drop began to occur around the second week in April due to Melanose on the new foliage. This condition was severe in some groves and this melanose infestation undoubtedly started during the three day rain in late March. Melanose on the fruit does not appear to be too severe in most places.

WEST CENTRAL FLORIDA
J. E. Mickler

The highest activity in fertilization in this section has been in the pastures this month. Wonderful results have been in evidence as for the most part moisture has been such that it has favored the grasslands, and where adequate fertilizer has been applied lush growth is appearing.

It is too early to make any predictions regarding a seed crop in the Bahia fields, but grass growers are aiming for as good a season as the grass can be pushed for.

PASCO AND EAST HILLSBOROUGH COUNTIES
E. A. McCartney

Groves are looking good since the rains of the past three weeks. There is a heavy bloom in the process of setting for the next crop—where the groves have been taken care of. There are a few exceptions but not in Lyons fertilized groves. We are proud to be connected with a company that can always point with pride to any grove fertilized by them.

Squash has been moving at a good price but the crop was spotty in this territory. This crop will soon be over. Cukes, beans and peppers are bringing a fair price. Some farmers were hit hard on account of the rain and cold weather. With the exception of a few wet spots it appears that a break in the weather from here on out should bring this crop out.

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Uncle Bill Says:

Well, the first primary election is over in this state . . . and the chances are that quite a few of those for whom you voted made their victory race in this primary . . . some of 'em will have to try a second time on May 27th . . . personally we wish it were possible for every voter to have the candidates whom he favors elected . .. but if this were the case politics would be a heap more confusin' than they are already . . . but politics is a good deal like citrus . . . dependin' on your personal viewpoints there's good years, politically speakin' like in citrus . . . then again, there's years when a lot of voters figure that politics is all wrong . . . but by and large, as in citrus, the average isn't bad . . . and certainly there is no other form of government that begins to even approach the merit of our own, even with all its faults.

In the citrus industry we git a lot of contradictory reports about various things in the industry . . . but when we git right down to basic principles we all know that citrus trees that receive the proper sort of plant food in their fertilizers, the proper program of sprayin' and the right sort of cultivatin' and general care takin' year in an year out will produce the highest quality of fruit and lots of it . . . and while prices seem to go haywire at more or less chronic periods, still the fact remains that they ain't no other business involving the same investment that on an average will pay better returns . . . so while it's natural for us to complain in bad times, it would also be a good thing for us to remember that the average return must indicate how the business is goin' just as in any other enterprise.

It's gettin' along about that season of the year when it's time to be thinkin' about that summer fertilizer application . . . and when you're thinkin' of ask the man whose grove has been usin' Lyons Fertilizers over a period of years how well he likes 'em . . . we'll be more than willin' to let his answer guide you in the choice of your fertilizer purchases.

XUM

SOME QUESTIONS AND ANSWERS ON

(Continued from page 12)

trees as soon as possible. The Citrus Experiment Station at Lake Alfred plans to register as many trees and varieties of citrus as possible and will try to furnish budwood in limited amounts to those nurserymen who need a source of Registered Budwood to enable them to start a Registered Scion Grove. Budwood may also be obtained from any other owner of Registered Parent Trees if taken as prescribed by the regulatoins.

9. What is A Registered Scion Grove?

A grove of at least twenty trees and not more than 350 trees of any one variety grown from Registered Parent Trees and registered as a source of Registered Budwood with the State Plant Board, is a Registered Scion Grove. It cannot be registered until it is four years old from date of planting in the grove. Only trees registered as being free from xyloporosis and psorosis may be used for Registered Scion Grove trees.

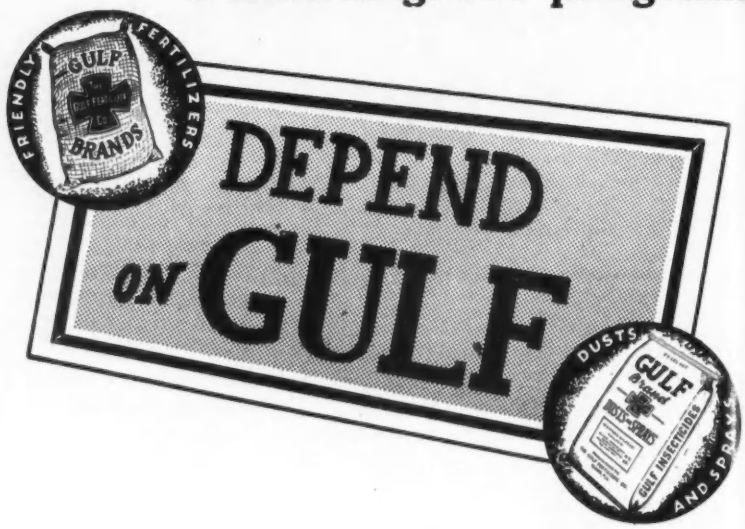
10. A Word of Caution.

All growers of citrus nursery stock, whether they plan to participate in the Registration Program or not, should begin now to select budwood trees that are apparently free from psorosis because after there has been a reasonable period for this to be done the inspectors of the State Plant Board must start to prohibit the movement of any citrus nursery trees showing symptoms of that disease. The inspectors are now able to detect the disease in the young trees, and for the protection of the industry, must start as soon as possible to quarantine those trees showing symptoms of psorosis. The State Plant Board will endeavor to assist any grower who requests aid in locating and selecting citrus trees for budwood believed to be free of virus diseases, regardless of whether the grower desires to participate in the Registration Program or not.

MAKING BASKETS

Many Polk County homemakers are marking backets since Mrs. Minnie M. Carlton , homen demonstratio agent, gave demonstrations on basket-making at recent club meetings. Some very pretty and useful baskets have been made by demonstration club womne.

to get the most out of YOUR Summer grove program



If you are giving extra study to your Summer grove program, DEPEND ON GULF for down-to-earth assistance in working out plans to fit the needs of your trees and the new crop in the making. Your local GULF Field Man will recommend materials and methods to produce maximum quality fruit with SAFE economy. Ask him to call now — it's time for action to maintain the productive value of your grove.

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USDA Announces Insect Pest Survey . . .

A cooperative insect pest survey and reporting service, in which entomologists associated with State agencies, industry, and the Federal government will participate, has been announced by the U. S. Department of Agriculture. The purpose of the service is to keep the Nation's farmers informed of impending insect conditions. The service will attempt to forewarn farmers—no matter what crops or livestock they produce—of current insect pest conditions, and will allow them to meet these threats better, according to Avery S. Hoyt, chief of the Bureau of Entomology and Plant Quarantine.

"We believe that timely reports of insect development could save millions of dollars in crops and livestock damage every year," Hoyt said. New species of insects will be detected before they become economically important, and farmers will have the information needed for prompt control of insect pests that cause serious damage every year.

Defense-wise, the survey organization will provide the skeleton organization needed for protection against biological warfare if the occasion arises.

Entomologists and other workers engaged in agricultural pursuits will cooperate to make this new service work. It is planned that any insect information within a State, whether detected by Federal, State, local or commercially-engaged entomologists, will be channeled through State offices so that the information can be quickly released to meet local requirements. The report will then be forwarded to Washington, D. C., where a Section of Economic Insect Detection and Reporting in the Bureau of Entomology and Plant Quarantine will combine the information with reports from other States and distribute it nationally.

Kelvin Dorward has been named by Hoyt to head this Section. It will be a unit of the Division of Insect Detection and Identification, which is headed by Carl F. W. Muesebeck. Louis G. Davis will serve Dorward as first assistant.

Hoyt also announces the selection of five regional detection personnel who will work cooperatively with the States to facilitate the collection and reporting of insect survey information.

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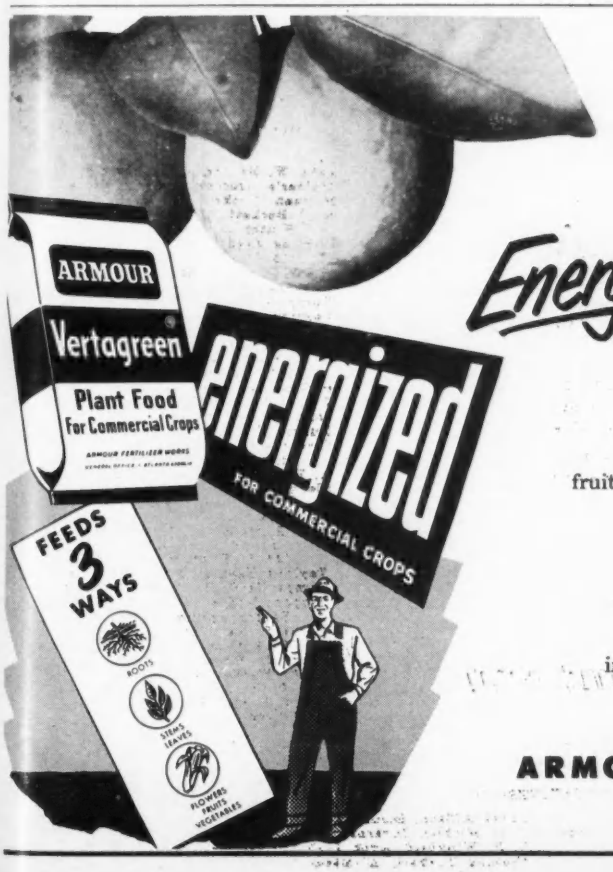

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